



New OTC product: ‘Juci’ launch strategy and promotional activity

OTC Product Launching: An Eskayef Bangladesh Limited Report

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Internship Period:

January 6, 2015 to April 6, 2015

BRAC Business School

BRAC University

26th April 2015

Acknowledgements

Initially I thank Ms. IffatTarannum, Lecturer, BRAC University, for her direction while preparing this report. She aided me to determine the structure and purpose of the report. She made me thankful with her respected ideas from time to time throughout my internship. I am grateful for her utmost welcoming and sincere attention toward me.

The following person to acknowledge will surely be my supervisor at Eskayef Bangladesh Limited Mr. Md. Manzoor-A-Quader, Accounts Manager, Eskayef Bangladesh Limited. He has been a prodigious support from the choice of the topic, understanding of different portions of the study and the modification between theory and practice.

I will also like to thank Mr. KaziMahbubMasud, General Manager Accounts, Eskayef Bangladesh Limited. His leadership was tremendously respected for me while working at Eskayef Bangladesh Limited.

Thanks also goes to Dr. Mohammad Mizanur Rahman, AGM Marketing, Eskayef Bangladesh Limited for providing me every kind of support related to my project.

Special thanks to Mr. Md. Mozammel Hossain Khan, Finance Manager and Mr. K. M. ShirazulHaque, Senior HR ManagerOperations for helping me in various aspects of my job.

I truly thank every other employee of Eskayef Bangladesh Limited, whom I interacted with throughout different times of my internship. All of them have been very optimist to hear new things. They were friendly and provided me with the responses I desired.

Letter of Transmittal

April 20, 2015

Ms. Iffat Tarannum
Lecturer,
BRAC Business School
BRAC University.

Subject: Submission of internship report.

Dear Mam,

With due respect, I am happy to submit my internship report titled as “New OTC product: ‘Juci’ launch strategy and promotional activity” prepared on the internship with Eskayef Bangladesh Limited.

I have tried my level best to follow your advices in every part of planning this report. I have composed what I considered to be most important information to make this report as specific and rational as possible. I would be glad to enlighten any matter in this report, if it is required. You may communicate with me at the information given beneath.

Sincerely Yours,

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Executive Summary

Eskayef Bangladesh Limited is the country's one of the leading pharmaceutical company with a controlling blend of skills and resources to offer a stage for bringing strong growth in today's quickly altering health care environment.

Lately there has already been much anticipation over the development of bringing pellets in the market. For the first time, in the market SK+F is bringing vitamin C supplement ascorbic acid in the form of juice called - "JUCI".

The formerly Vitamin C supplement in juice form in Bangladesh. "JUCI" is a healthy juice which will be on the market in Sachets. Everyday our body needs immense amount of Vitamin C to keep us healthy by enabling our tissue growth, controlling our blood pressure, and also providing great help to the adrenal gland and to the coenzymes. It also makes our skin and hair healthy.

Here I have focused on how we will differentiate our product from the competitors to get a big exposure in the eyes of the consumers. I have put some light on how the target market will be analyzed and how to put impact on the growth of that specific market.

I have also focused on the promotional activities where generating consciousness among the people gets urgency. Various vehicle will be used for this promotional activities where we will provide samples and place "reactive magnet agent" in different institutions of the society.

I have finished with some recommendations which I think, will be helpful for SK+F to understand their gaps and how they can reach the aimed position.

Introduction

Eskayef Bangladesh Ltd (SK+F) is known as one of the top pharmaceutical company in Bangladesh. It is a part of the TranscomGroup, a fully owned subsidiary of Transcom Limited. From the start, the company was very much successful in generating increased demand for its products which ultimately justified local production. With capable, educated, and skilled professionals on its personnel and its concrete standards of quality control, the company has distinguished itself as one of the most respected names in the pharmaceutical industry. SK+F's manufacturing facility has transcended the frontiers after the accreditation of UK MHRA (United Kingdom Medicines and Healthcare products Regulatory Agency), TGA Australia and UMD UK.

Background

EskayefBanglaedesh Limited (formerly Smith & Kline & French Bangladesh Limited) is a Bangladeshi Private company by shares engaged in manufacturing and marketing of pharmaceutical products since October 30, 1990. Originally Smith Kline & French was incorporated in June 12, 1979 as limited company in Bangladesh. In April 1990 the shares were purchased by Bangladeshi shareholders and the business operation continued uninterrupted under the new name ESKAYEF BANGLADESH LIMITED. The registered office of the company is in Dhaka. The company is 99.99% owned subsidiary of Transcom Limited.

Eskayef Pharmaceuticals manufacturing facilities are spread across a 20-acre site situated in Dhaka, Bangladesh. The facilities encompass of a number of purpose-built plants, including an Oral Solid Dosage (OSD) plant. The site includes manufacturing facilities as well as a research laboratory and a number of warehouses. The plant and machinery of the facilities were procured and installed from Germany, Switzerland, Sweden, Italy, United Kingdom (UK) and other countries.

It is growing more global since 2005, exporting bulk pellets, and finished products in Asia, Africa, and Central America and also in the development of exporting in the European countries.

The company is also attached with the Allergan Inc., one of the world leaders in eye care solution. Current growth rate of Eskayef is 18 percent and ranked 6th among the local companies.

Mission Statement

Eskayef envisions a leading role for itself as a catalyst for improvement of the healthcare environment. The company's mission is to *Maintain people's health and combat disease to enhance the quality of human life so that people may live longer, healthier and more meaningful lives.*

Vision Statement

If there is one characteristic that has typified the Eskayef approach is the vision to be the best of its natural & human resources. The vision of Eskayef is to *Establish our group & country as respected & valued regional presence.*

Milestones

| Year | Milestones |
|-------------|--|
| 1985 | SK&F started its operation in Bangladesh. |
| 1990 | Acquisition by Transcom Company Limited from Smith Kline & French. |
| 1990 | Re-branded to Eskayef Bangladesh Limited (SK+F) from SK&F. |
| 2001 | Eskayef added Agro vet (animal health) Division in business. Also coming up with pellets for the first time in Bangladesh. |
| 2002 | Eskayef became the authorized distributor of Allergan Inc., a global leader in eye care medicine, in Bangladesh |
| 2004 | Eskayef implemented ACCPAC ERP software. |
| 2006 | Establishment of Tongi Plant. |
| 2007 | IMS ranked as 4th largest pharmaceutical company in Bangladesh. |
| 2008 | Tongi Plant has achieved the approval of United Kingdom Medicines and Healthcare products Regulatory Agency (UK MHRA), Department of Health, UK. |
| 2010 | IMS ranked as 5th largest pharmaceutical company in Bangladesh. |
| 2010 | Plant of Eskayef Bangladesh Limited at Tongi has achieved approval from |

| | |
|-------------|---|
| | Therapeutic Goods Administration (TGA), Australia |
| 2010 | Eskayef opens insulin plant with Novo Nordisk. |

Corporate Info

| | | |
|-------------------------------|---|---|
| Company name | : | Eskayef Bangladesh Limited |
| Company logo | : |  |
| Company slogan | : | Excellence through Quality |
| Company type | : | Private limited company |
| Owner | : | Transcom Limited |
| Acquisition from | : | SmithKline & French |
| Acquisition In | : | 1990 |
| Initial Name | : | SK&F |
| Re-Branded In | : | 1990 |
| Factories | : | Mirpur (generic), Tongi (generic & cephalosporin), Rupgong plant (under construction). |
| Marketing office | : | Taneem Square, Banani, Dhaka |
| Commercial Dept. | : | Taneem Square, Banani, Dhaka |
| International Business | : | Taneem Square, Banani, Dhaka |
| Finance & Accounts | : | Gulshan Tower, Gulshan 2, Dhaka |
| AHND office | : | Tanim Square, Banani, Dhaka |
| Annual Sales turnover | : | BDT 7357 million, US\$ 94 million |
| Web address | : | www.skfbd.com |
| E-mail | : | info@skf.transcombd.com |
| Employees | : | 3390 (permanent); 4336 (around total) |
| IMS ranking | : | 6th largest in Bangladesh Pharmaceuticals Industry. |
| Prime brand | : | Losectil (Omeprazole), Xinc, Dexpoten. |

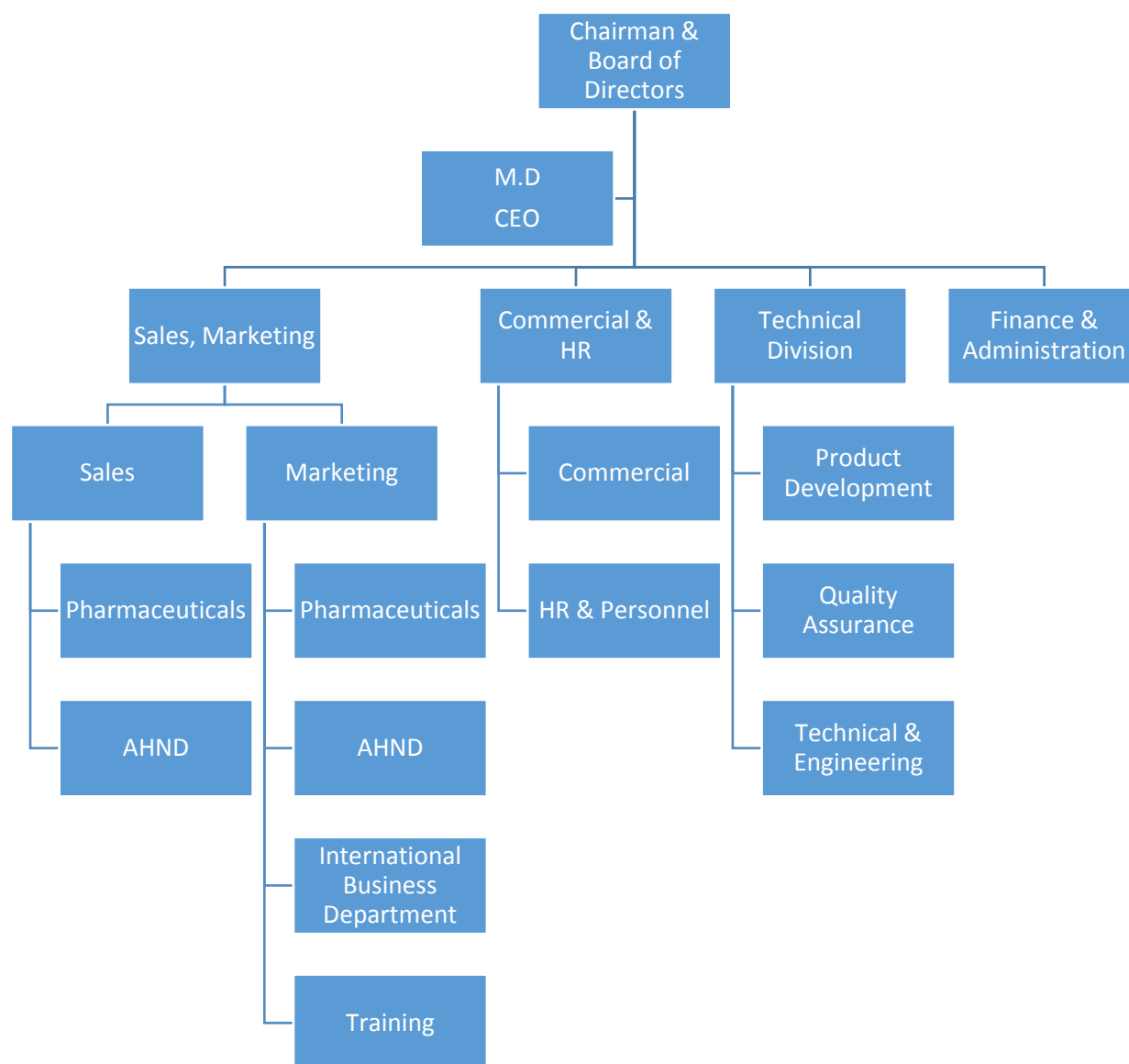
Business : Formulation, Consumer, Bulk Pellets, AHND

Distributor : Transcom Distribution Company Limited, (TDCL).

Depots : 28 Depots Accountability.

Regions : 33 Regions.

Organizational Organogram



Description of the Job:

I got the chance to do the internship in SK+F's regulatory division in the post under the supervision of the line manager. There are two division working under the supervision of the general manager. One is the accounting division, another the HR division.

It was a great opportunity for me to work at both of the departments. In the first half of my internship I worked with the Accounts Payable section in Accounting department and the rest half in the HR department. In accounts payable department my work was mostly related with recording and calculating payable accounts of the company. In this time I got the chance to learn Sage Accpac ERP software. In the HR department I learned to use a customized leave calculating software called Softpen.

Specific Responsibilities:

1.In the accounts payable section I had to record the LC's which comes from multiple bank statements. Later they are added in the Accpac software under respective GL head.

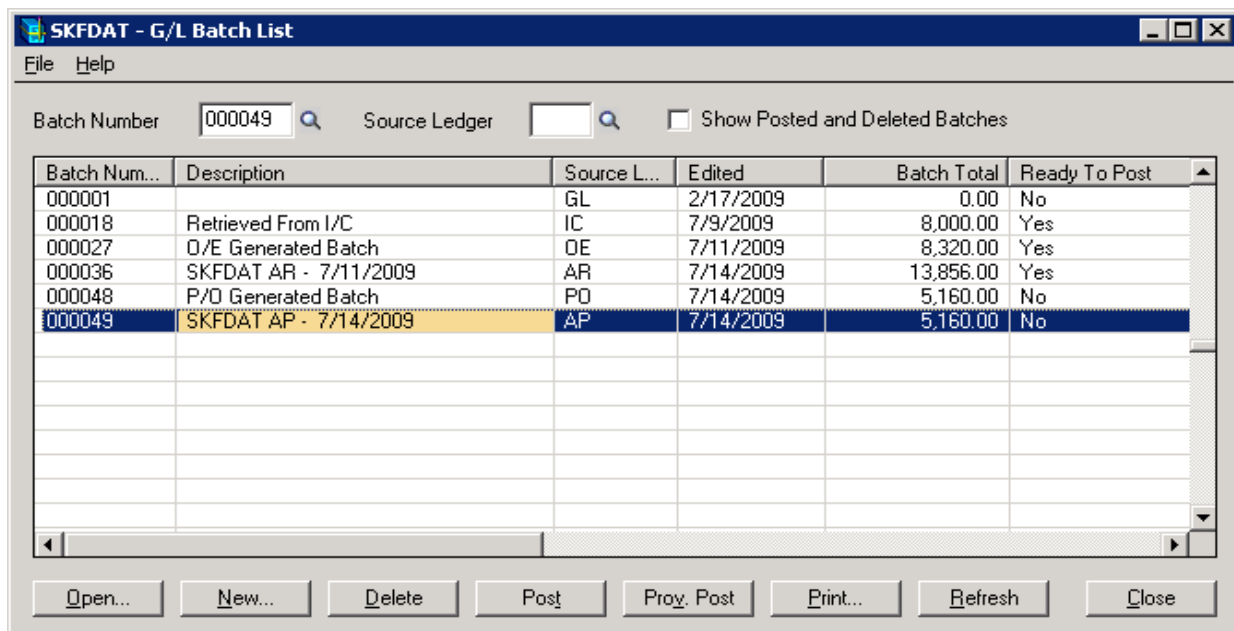
| | | | | | | | | | | |
|---|---------|--------------|-------------------|-------------|----------------------------|----------|--------------------------|------------------|----------|-------------|
| | | | | | L/C Margin 100% & Airway | | | 180.00 | | |
| | | | | | | | | 1,172.60 | | |
| | | | | | | - | | | - | |
| | | | | | | | | | | |
| | Sl. No. | L/C No. | angladesh Bank re | Advice Date | Particulars | Total | Remarks | VAT on Comm. 80% | Total | Sl. No. |
| IVAM | 00 03 | DCUDAK526404 | | 15-03-'15 | Opening Comm, Charge a | 1,030.00 | Opening Com | 120.00 | 1,150.00 | Ap Inv-4698 |
| JARK | 00 04 | DCUDAK526611 | 2853 1515 2624 | 23-03-'15 | Opening Comm, Charge a | 1,150.00 | Opening Comm, Charge and | | 1,150.00 | Ap Inv-4698 |
| 5 SP | GBCI-5 | DC DAK526405 | 2853 1501 1857 | 19-03-'15 | Opening Comm, Charge a | 2,130.08 | Opening Com | 210.62 | 2,340.70 | |
| 5 SP | GBCI-5 | DC DAK526338 | 2853 1501 1800 | 15-03-'15 | Opening Comm, Charge a | 3,927.56 | Opening Com | 420.19 | 4,347.75 | |
| 5 SP | GBCI-5 | DC DAK526485 | 2853 1501 1936 | 19-03-'15 | Opening Comm, Charge a | 2,072.75 | Opening Com | 205.73 | 2,278.48 | |
| ICAP | GBCI-14 | DC DAK445121 | 4,700.00 | 04-03-'15 | Import bill Acceptance Com | 1,036.06 | Import bill Acc | 119.97 | 1,156.03 | |
| ICAP | GBCI-14 | DC DAK445121 | 4,700.00 | 04-03-'15 | Import bill Acceptance Com | 1,132.44 | Import bill Acc | 131.13 | 1,263.57 | |
| ICAP | GBCI-14 | DC DAK445121 | 4,700.00 | 04-03-'15 | Import bill Acceptance Com | 1,698.66 | Import bill Acc | 196.70 | 1,895.36 | |
| CV Supp. HSBC RM / CV Supp. HSBC RM Servier / CV Supp. HSBC Cap / CV HSBC CUMM / CV Supp. Pubali RM / CV SI | | | | | | | | | | |

2.The second work I had to do was Reconciliation to determine that two sets of records (usually the balances of two accounts) are in agreement. Reconciliation is used to confirm that the money leaving an account matches the actual money spent. I used to do reconciliation of HSBC, Prime Bank, SCB Bank, Pubali Bank, CBCL Bank.

| | | | | | Amount |
|-----------------------------------|---|--|--|------------|----------------|
| Balance as per Cash Book : | | | | | (3,222,503.44) |
| 10-02-2015 | Cheque Withdrawal * 2018493606 * AGRANI, GUNAGORI BR * TT1504100040\BSK | | | | |
| 10-02-2015 | Transfer * 9101787465 * FT1504100574\GSN | | | 115.00 | PO Charge |
| 10-02-2015 | Cheque Withdrawal * 2018846309 * HANIF * TT1504100212\GSN | | | | |
| 10-02-2015 | Clearing Charges * 0842161 * AC-11377680000149 * FT1504100823\GSN | | | 60.00 | |
| 10-02-2015 | Clearing Charges * 4840021 * AC-11377680000149 * FT1504100824\GSN | | | 60.00 | |
| 10-02-2015 | Clearing Charges * 1023724 * AC-11377680000149 * FT1504100825\GSN | | | 60.00 | |
| 10-02-2015 | Inward Cheque - Dr * 2018493576 * FT1504100354 | | | 6,000.00 | |
| 10-02-2015 | SWIFT Payment * 1549FTT002715 * FT1504100377 | | | 201,135.00 | |
| 10-02-2015 | Payment of Principal * LD1422300001 | | | 227,500.00 | |
| 11-02-2015 | Transfer * FT1504200536\GSN | | | 87.00 | PO Charge |
| 11-02-2015 | Transfer * FT1504200538\GSN | | | 58.00 | PO Charge |
| 11-02-2015 | Transfer * FT1504200539\GSN | | | 58.00 | PO Charge |
| 11-02-2015 | Transfer * FT1504200540\GSN | | | 29.00 | PO Charge |
| 11-02-2015 | Transfer * FT1504200541\GSN | | | 29.00 | PO Charge |
| 11-02-2015 | Transfer * FT1504200542\GSN | | | 58.00 | PO Charge |
| 11-02-2015 | Transfer * FT1504200543\GSN | | | 29.00 | PO Charge |
| 11-02-2015 | VAT * CAA.11377680000149.00017 | | | 600.00 | |

3.Recording C&F bill by calculating the vats, taxes and expenses on customs and supply duty to generate the cost of each exports. All the data also goes in the Accpac under respective GL head.

| Formate | | | | | | | | | | |
|--------------------|-----------|----------------|------------------------|----------------|----------------|-------------|---------------|--------------------------|---------------|----------------|
| New Formula-2008 | | | - | | | | - | Dhaka-Tea Holdings Limit | 28-06-'06 | |
| New Formula - 2009 | | - | | | | | - | Dhaka-Tea Holdings Limit | 28-06-'06 | |
| | | | | | | | | | | |
| | | | | | | | | | | |
| L / C No. | AIT | TV-New Product | Import tax on C&F Cost | Agency VAT 80% | Agency VAT 20% | Doc. Charge | C. Dues Total | C & F Agent's Name | C & F Bill No | C & F Bill Dt. |
| LCA119541 | 3,365.50 | | | 120.00 | 30.00 | 30.00 | 17,512.34 | Dhaka-Tea | 054/15 | 27-01-2015 |
| DCDAK446292 | 10,802.24 | | | 259.25 | 64.81 | 30.00 | 118,098.53 | Dhaka-Tea | 057/15 | 28-01-2015 |
| 2655 1401 1917 | 21,004.38 | | | 504.10 | 126.03 | 30.00 | 132,987.76 | Dhaka-Tea | 050/15 | 29-01-2015 |
| 2655 1401 1930 | 9,601.99 | | | 230.44 | 57.61 | 30.00 | 38,726.03 | Dhaka-Tea | 056/15 | 29-01-2015 |
| Sample-Ro membrane | 217.04 | | | 120.00 | 30.00 | 30.00 | 2,732.76 | Dhaka-Tea | 063/15 | 29-01-2015 |
| DCDAK445464 | 66,681.05 | 70,950.51 | | | 1,562.71 | 30.00 | 205,905.32 | Dhaka-Tea | 041/15 | 22-01-2015 |
| LCA120775 | | | | 278.46 | 69.61 | 30.00 | 5,019.03 | Dhaka-Tea | 025/15 | 22-01-2015 |
| 2655 1401 1930 | 21,004.38 | | | 504.10 | 126.03 | 30.00 | 132,987.76 | Dhaka-Tea | 050/15 | 29-01-2015 |



My recommendation for SK+F's regulatory division is that,

New systems could be applied to emphasize on collecting the information from the source, especially in accounts receivable dept. It will make the work become faster and less papers will be misused.

Project Summary

One of the essential requirements of the body are vitamins, a class of nutrients that are necessary for its various biochemical and physiological processes. However, the human body usually does not synthesize them; therefore, they must be provided by the diet in the mandatory amount. Vitamins are sectioned into fat-soluble and water soluble vitamins. Fat-soluble vitamins are soluble in fat solvents. They are A, D, E and K. Water-soluble vitamins are soluble in water and include vitamin C and vitamin B series that are usually labeled as vitamin B complex.

Vitamin C (Ascorbic Acid) is a water-soluble antioxidant. It was initially isolated in 1928, by the Hungarian biochemist and Nobel Prize winner Szent-Gyorgyi. It is unsteady and simply oxidized acid that can be damaged by oxygen with high temperature.

Humans cannot synthesize vitamin C contrasting animals, rendering its absorption from exogenous supplement or diet necessary. It has been projected that the reason of human incapability to synthesize ascorbic acid is the deficiency of the active enzyme, l-gulonolactone oxidize from the liver (Burns, 1959). For standard physiological functions body have need of vitamin C. It services in the metabolism of tyrosine, folic acid and tryptophan. It lowers blood cholesterol and contributes to the synthesis of the amino acids carnitine and catecholamine (Included are: epinephrine(adrenaline), norepinephrine(noradrenaline) and dopamine) that regulate nervous system. It is necessity for tissue growth and wound healing. It acts as a support

in the formation of neurotransmitters and upturns the absorption of iron in the gut. As it is an antioxidant, it safeguards the body from the detrimental effects of free radicals and pollutants. Massive doses of vitamin C is used in the treatment and avoidance of large number of disorders like diabetes, cataracts, glaucoma, macular degeneration, atherosclerosis, stroke, heart diseases and cancer.

Absence of this vitamin can lead to anemia, scurvy, infections, bleeding gums, muscle degeneration, poor wound healing, atherosclerotic plaques, capillary hemorrhaging and neurotic disturbances. Toxicity ordinarily does not occur.

Infections reduce the body stores of vitamin C, thus making the body immune system fragile. To have a durable immunity, body requires vitamin C. Optimal tissue stores uphold resistance to infections. Vitamin C therapy is valuable in the treatment of different infections and infectious diseases, for example hepatitis, HIV, H. pylori infection, common cold, flu and influenza etc.

Ascorbic acid, the recognized name for vitamin C, is obtainable in reduced form (L-ascorbic acid) and oxidized form (Ldehydroascorbic acid). It is originated in citrus fruits, green peppers, red peppers, strawberries, tomatoes, broccoli, brussels sprouts, turnip and other leafy vegetables. Fish and milk also contain small amounts of vitamin C.

Description of Project

Eskayef Bangladesh Ltd. will soon be coming up with a Vitamin C supplement called “Juci”. I worked with the marketing department of SK+F to develop a business plan for Juci so that it can penetrate the market and become one of the few names that come up in the consumers mind when they think of Vitamin C supplements.

Objective

The objective of this project is:

- To create a marketing plan for Juci.
- To make Juci the market leader as a generic Ascorbic Acid supplement.
- To create an image in consumers’ mind considering the product category
- To find an essential way to communicate with the target markets

Methodology

The report has been prepared on the basis of secondary data collected from publications, and internet. The collected data were analyzed and consolidated. The data analysis procedure endorsed by the company, such as SWOT Analysis has been used to analyze data for the report. By selecting few target market the USP for Juci was also developed during the inception of the project. Markets were analyzed in regards to Philip Kotler's 4 Principles of Marketing and different ATL and BTL strategies were developed to ensure proper product communication.

Limitations

As previously stated I got the chance to do the internship on the Finance, Accounting and HR division of SK+F. So, I had a limited time frame to go through every aspects of the Marketing department. For this reason, many of the bookish way of analyzing were compromised and not elaborated on the highest order. Still few of the techniques were undertaken, where the concentration was improvised mostly regarding the consumers.

LAUNCH PLANNING

PRODUCT OVERVIEW

To live a happy life our body should have a good immune system and be full with energy. The Citrus fruits and vegetables we take enrich our immune system, helps with tissue growth. However, on the current condition in Bangladesh where corruption is spread like a spider web, it is really hard to get fruits and vegetables without preservatives in it. On the other hand our seven major glands in the body mostly get empowered by fruits and vegetables. Citrus fruits are one kind of fruit that provides ascorbic acid and helps few of the seven glands. Adrenal gland being one of the major glands needs ascorbic acid to function properly. Adrenal gland (divided into two regions: adrenal medulla and adrenal cortex) helps increase rate in blood circulation, preparing muscles for exertion and create carbohydrate metabolism. Nevertheless only citrus fruits cannot provide enough ascorbic acid needed and it cannot be produced by the body itself.

So, SK+F is coming up with a new product in the market called "JUCI" ascorbic acid USP 500mg Sachet. "Juci" comes in the color of green symbolizing nature to its every drop. It comes

in the flavor of orange. Every sachet of “Juci” will cost 10 taka where a packet will contain 20 sachet means 200 taka per packet.

“Juci” will provide ascorbic acid and will help with developing the antioxidant which protects against harmful pollution, infection and reduce cellular damage. It also increases the activities of the coenzyme which will help in wound healing, metabolism of dopamine (Neurotransmitter), cholesterol and folic acid.

Generally

1. Helps tissue growth repair
2. Adrenal gland function
3. Enhanced immunity &
4. Healthy gums.

Defined Indications

1. Healthy capillaries, gums & teeth.
2. Aids in iron absorption.
3. Helps in healing wounds & broken bones.
4. Prevents & treats scurvy
5. Helps to treat anemia, especially iron deficiency anemia by increasing absorption of iron from the intestines.
6. Helps to form collagen in connective tissues.
7. Production of hemoglobin & red blood cell in bone marrow.
8. Aids in preventing many types of viral and bacterial infections and potentiates the immune system.
9. Aids in the treatment of prevention of the common cold.

Nutrient

1. Protection against blood clotting
2. Ensures healthy hair & skin.

Disadvantage

Any excess amount of vitamin C that is consumed will be excreted through a constant turnover process.

Contradiction

Patients with a known hypersensitivity to vitamin C or any of its ingredients will not be preferred to take the product.

Warnings

Avoid taking vitamin C supplements in case of a history of kidney stones or kidney disease.

MY PROPOSAL ON PRE-LAUNCH ACTIVITIES

Marketing Strategy:

As a matter of synopsis we will look at the structure of the market strategy below to get a bird's eye view to understand the market regarding the consumer's decision.

| Market Analysis | Market Segmentation | Market Strategy | Consumer decision process |
|--------------------------|---|--|---|
| Company: SK+F. | Identified product related needs and group of customers with similar needs: Group 1. | Product: 1. 'Juci" works as a supplement of Ascorbic acid. 2. "Juci" comes in the | Problem Recognition: 1. Is there any lacking of Ascorbic acid in the body? 2. Does my family consume enough Ascorbic |

| | | | |
|--|--|--|--|
| | <p>Group 2.</p> <p>Group 3.</p> <p>Described below.</p> | <p>flavor of orange.</p> <p>3. "Juci" enriches the immune system, helps with tissue growth and helps adrenal gland to function.</p> <p>4. First in it's generic to come in juice form.</p> <p>5. Every sachet will contain 500mg of Ascorbic acid instead of 250mg or 100mg.</p> | <p>acid for their well-being?</p> <p>3. Am I taking necessary amount of Ascorbic acid to protect my immune system?</p> <p>4. Do I have enough Ascorbic acid in the body to have a normal tissue growth?</p> <p>5. Am I taking enough Ascorbic acid which will nourish the hair and skin?</p> |
| <p>Competitors:</p> <p>Beximco, Square, Reneta, Bristol, Pharmadesh, Ambee, Incepta, Rephco, Globe, ACI, Popular, ACME, Navana.</p> | <p>Group 1:</p> <p>People whom are suffering from lack of Ascorbic acid in the body.</p> | <p>Price:</p> <p>10 MRP per Sachet</p> <p>200 MRP 20 Sachet/ box.</p> <p>Which is very much the same as other competitor's product price margin.</p> | <p>Information Search:</p> <p>1. Internet</p> <p>2. Physicians</p> |
| <p>Conditions:</p> <p>1. Regulations from the drug commissions.</p> <p>2. Fixed price margin for the MRP value.</p> | <p>Group 2:</p> <p>Literate and concerned people to understand the importance of physical benefits.</p> | <p>Distribution:</p> <p>1. Everywhere in Bangladesh.</p> <p>2. Special attention: Lazz pharma, College get to shyamoli chemist shops, Chankharpul, ShahbagBirdem, Gulshan Market Chemist shops,</p> | <p>Alternative Evaluation:</p> <p>1. Internet.</p> <p>2. Mobile awareness messages.</p> <p>3. Campaign.</p> <p>4. Physicians advise.</p> <p>5. Advice from friends, relatives, grown-ups,</p> |

| | | | |
|---|---|---|--|
| | | Midford chemist shops. | colleagues, family members. 6. Chemist advice. 7. Trying-out samples. |
| Consumers: 1. People whom are suffering from lack of Ascorbic acid in the body 2. Health concerned people 3. Consumers who are concerned about their skin and hair. | Group 3: Consumers who are concerned about their skin and hair. | Promotion: 1. Mobile communication with the consumers. 2. Various campaigns in various occasion. 3. Free sample in front of schools, shopping places and university campus. | Purchase: The purchase of the product will happen if the consumer comes to the decision that the benefits from the total product will outweigh the cost of acquiring the benefits. Then we shall get the actual consumer value. |
| | | Service: Well packaged in green sachets which will be in a green colored family size box in case for the consumption of a larger group. | Use and Evaluation: 1. By not only using the product but also trying the samples and getting informed by the campaigns and mobile messages the consumer will get the idea about the product. 2. The taste, color and essence of the product will create a memory in the consumer's mind and will put a great impact in the next time he/she |

| | | | |
|--|--|--|---|
| | | | purchases the same generic of the product for the same use. |
|--|--|--|---|

Applying the marketing strategies:

Applying the marketing strategies we will dive into the micro level and analyze our target consumers, our proposition to them, differentiation from the competitors and our market segmentation.

In the market there will be success and there will be failure, but to have the ability to control that we need to understand our competitors. We need to figure out, who they are? What do they do and what are the policies they are taking?

Here applying the marketing principles we will get the knowledge of how our product will interact in the market.

Of all the tactics of marketing strategy I have selected “Product Differentiation” technique and “Unique Selling Proposition” to create a very concrete image in the consumer’s mind.

Differentiation:

The consumers should have a better reason to choose our product instead of the competitor’s one. We will determine a difference between our product and the competitor’s product. There is a notion that few will say that they are giving quality service, but this will work as a difference given that their competitors are giving zero quality assurance. Here we are the first to launch Ascorbic acid in juice form in the market of Bangladesh.

Unique Selling Proposition:

Of all the juices in the market ours are the best for health concerning issues. A very debating study in the market shows that few of the juices that are sold in the market has “artificial additive” in it. “Yellow Six” a very popular color additive has been used in many juices that are sold in Bangladesh. The FDA’s website

proved to be a valuable database for food coloring information. Their site provides precisely what is in each of the colors and is quite disturbing. Yellow six has been banned by the FDA, but in many countries like ours it is not banned. So, for that many of the food and juice item in the market consist of it. As a matter of great concern yellow six contains lead and mercury metal which is really poisonous for human body. It also causes cancer. However our unique selling proposition is that our product does not contain yellow six.

COMPETITORS' PRODUCTS AND ANALYSIS:

1. Price/ Product:

There are many companies selling the same generic products, many are selling in tablets, some are selling in capsule, some are selling in juice form and last but not the least in injections, but a point that can be noted is that juice form is still not been introduced in the market. From the companies that are enlisted below few shows that they have an idea of the juice form they are going to sell, and because the information of the product is available we can assume that they at least have a marketing plan on it.

| Brand Name | Company Name | Description | Quantity | Price |
|--------------|-------------------|--|------------|------------|
| Ascobex | Beximco | Ascorbic Acid 250mg/ Tablet | 200s Pack | 264 MRP |
| Ascorin | Bristol | Ascorbic Acid 250 mg/ Tablet | 200s Pack | 164 MRP |
| Ascason | Jayson | Ascorbic Acid 100 mg/ 5 ml | 100 ml | 33.22 MRP |
| Ascason | Jayson | Ascorbic Acid 250mg/ Tablet | 200s Pack | 282 MRP |
| Ascovit | Pharmadesh | Ascorbic Acid 250mg/ Tablet | 200s Pack | 258 MRP |
| Aspel SR | Delta Pharma | Ascorbic Acid BP 500mg/ Capsule | 48s Pack | 167.90 MRP |
| C-Bon | Ambee | Ascorbic Acid 250mg/ Tablet | 100s Pack | 130 MRP |
| C-gun | Beximco | Ascorbic Acid 125mg/ Tablet | 30s Pack | 113.70 MRP |
| C-On | Rephco | Ascorbic Acid 250mg/ Sachet | 10s Pack | 50 MRP |
| C-Vitera | Millat | Ascorbic Acid 250mg/ Tablet | 1000s Pack | 130 MRP |
| Capcee SR | Silva | Ascorbic Acid BP 500mg/ Capsule | 48s Pack | 168 MRP |
| Cecon | Acme | Ascorbic acid 250mg/ Tablet | 100s Pack | 131 MRP |
| Ceegram 500 | Incepta | Ascorbic Acid BP & Sodium Ascorbate BP 500mg/ Tablet | 10s Pack | 75 MRP |
| Ceevit | Square | Ascorbic Acid 250mg/ Tablet | 200s Pack | 262 MRP |
| Ceevit Forte | Square | Ascorbic Acid 1000mg/ Tablet | 10s Pack | 100 MRP |
| Ceemet | Medimet | Ascorbic Acid 250mg/ Tablet | 250s Pack | 327.50 MRP |
| Ceeta | Syntho | Ascorbic Acid 250mg/ Tablet | 200s Pack | 164 MRP |
| Celin | Glaxo Smith Kline | Ascorbic Acid 250mg/ Tablet | 200s Pack | 262 MRP |
| Cevalin | Bio Pharma | Ascorbic Acid 250mg/ Tablet | 200s Pack | 262 MRP |
| Cevion | Health Care | Ascorbic Acid 250mg/ Tablet | 10s Pack | 76.40 MRP |
| Chewce | Navana | Ascorbic Acid 250mg/ Tablet | 200s Pack | 162 MRP |
| Citavit | Skylab | Ascorbic Acid 250mg/ Tablet | 200s Pack | 162 MRP |
| G-Vitamin-C | Gonoshasthaya | Ascorbic Acid 250mg/ Tablet | 100s Pack | 71 MRP |
| Gevit | Globe | Ascorbic Acid 250mg/ Tablet | 200s Pack | 160 MRP |
| Kvit- C | Chemico | Ascorbic Acid 250mg/ Tablet | 50s Pack | 40 MRP |

| | | | | |
|------------|---------------|--|-----------|------------|
| Lemonic | Gaco | Ascorbic Acid 250mg/ Tablet | 100s Pack | 79.50 MRP |
| Lemovit C | Ziska | Ascorbic Acid 250mg/ Tablet | 200s Pack | 262 MRP |
| Mega-C | Edruc Limited | Ascorbic Acid 250mg/ Tablet | 200s Pack | 262 MRP |
| Mega-C | Edruc Limited | Ascorbic Acid BP 500mg/ 5ml ampoule/ injection | 10s Pack | 50 MRP |
| Nutrivit C | ACI | Ascorbic Acid 250mg/ Tablet | 200s Pack | 262.01 MRP |
| Nutrivit C | ACI | Ascorbic Acid 100mg/ 5ml Syrup | 100 ml | 33.22 MRP |
| Orange C | APC | Ascorbic Acid BP & Sodium Ascorbate BP 250mg/ Tablet | 200s Pack | 164 MRP |
| Rapid C | Popular | Ascorbic Acid 1000mg/ Tablet | 9s Pack | 90 MRP |
| Rapid-C | Popular | Ascorbic Acid 100mg/ 5ml | 100 ml | 33.22 MRP |
| Seema-C | Seema | Ascorbic Acid 250mg/ Tablet | 200s Pack | 262 MRP |
| Suvic | Amico | Ascorbic Acid 250mg/ Tablet | 200s Pack | 150 MRP |
| Vasco | Opsonin | Ascorbic Acid 250mg/ Tablet | 200s Pack | 262 MRP |
| VC-205 | Aristopharma | Ascorbic Acid 250mg/ Tablet | 200s Pack | 260 MRP |

Here, this is very visible that there is a price margin and all the products' MRP are the same with their respective quantity.

2. Promotion:

Given here is the top five companies' promotional activities on OTC product and the reason behind the product to be a threat. These companies have the most capability to respond using their financial resources and marketing strategies. At some point they might even start advertising their product with new and different BTL/ATL marketing strategies.

| Company | Product | Promotional Activity | Reason for a Threat |
|------------|-------------------------|--|---|
| 1. Square | Ceevit, Ceevit Forte | 1. BTL marketing through the physicians and chemists 2. Samples | Goodwill in the market for a long time. |
| 2. Beximco | Ascobex, C-gun | 1. BTL marketing through physicians and chemists. 2. Samples | Brand is taking over so, there is the risk of the product taking over the market. |
| 3. Rephco | C-On | Product still not launched yet. | Their product will come in the same form as our product on three different flavors. The product has not been launched but we may assume they are making a marketing plan on it has described by their product detail. |
| 4. Incepta | Ceegram 500 | BTL marketing through the physicians and chemists. | Influential in facilitating the physicians |
| 5. Acme | Cecon | Facilitating physicians and medical practitioners. | Influential in facilitating the physicians |

PRICING & FORECAST:

Pricing of the product is done bearing in mind two factors: Gross Profit and competitor's price. Considering the competitors price, the price of the product is not very different. Significantly higher or lower price than the competitors is highly uncommon in pharmaceutical industry. Only in case of some premium or originators products, price is set at a premium. Since 'JUCI' is an OTC product, the straight pricing policy was operated to be set considering the generic price. The one contributing influences: COGS is the determining parameters here. The price while set identical to the opponents' price showed to generate nothing significant. Finished calculation of it was lastly obvious that the price will not be varied from that of the competitors. The finally obvious price of 'JUCI' is as follows:

| Brand Name | MRP/Pack | TP/Pack |
|------------|----------|---------|
| JUCI | 200 | 149.93 |

PROFIT-LOSS ANALYSIS:

Constructed on SK+F's internal standard, profit and loss analysis has been done. Previously our product was of 250mg per sachet but lower amount of production of the product brings out loss for the project. Now it has been determined to be marketed in 500mg more in quantity. The organization's main cost in this project is the fixed operational cost. Even though the company is making a 25% profit on the gross margin, the high fixed operational cost is resulting in a loss per product. The only way to cover this loss is to increase the sales in subsequent years. As units of sales will increase, the total fixed cost will be distributed by a larger number of units and fixed cost per product will decrease resulting in some profitability for the product.

MARKETING PLAN FOR NEW PRODUCT LAUNCH:

Since “Juci” is a new product and have not yet reached the market exposure, our plan will be to engage ourselves with the consumers, anticipating by creating awareness. Now we will see a chart concerning the Analysis of the variables that will put impact on the product characteristics, later we will see another chart on the analysis of the Target market.

SELECTING TARGET CONSUMER:

We can understand that “Juci” is a product which mostly has more importance to the people who are concerned with their health. So, the question here would be which type of person would most likely be attracted to the product. The target market obviously has to be literate to understand the benefits of the product. Our target consumer will use our product because it takes less time to prepare a juice by simply pouring the mixture in a glass full of water than to go into a longer procedure to prepare the citrus food. Since it’s a product which improves our immune system it will be preferable to the athletes and as it seems it ensures healthy hair and skin it will be also preferable to the young generation who are concerned about their complexion and beauty. Here is the list of our target consumers with the respective reasons.

| Target Consumers | Reason |
|--|--|
| 1. Working Mother | 1. The working mother is literate, 2. Concerned about her family and their well-being, 3. Would go and look for a product which can produce a quick outcome. |
| 2. University Students | 1. University students are concerned young consumers, 2. Among them there will be athletes concerned about their stamina and physic, 3. Among them will be girls who are concerned about their hair and complexion. |
| 3. School and College Students. | 1. School and college students are a boat that will turn into a ship in the near future and will be a great area to exercise the product so that the image of the product can receive a common ground in the upcoming days as a general concern. |

Geographic:

- Sylhet
- Chittagong
- Dhaka
- Rajshahi
- Khulna & Barishal.

Demographics:

- Consumers
- Weak, proactive, guardians (High potential)
- Status driven, sensitive, trend friendly (High potential)
- Health conscious, serum friendly (High potential)
- Contemporary, informed, confident women (High potential)
- Traditional motherly (Low potential)
- Family-oriented, not self-oriented (Low potential)
- Simple, practical pessimists (Low potential)
- Independent, living for the moment (Low potential)
- Uninformed and unconcerned (Low potential)

Physicians are kept in the list to make minor influence on their patients. Surely a medic will write the vitamins at the last line of the prescription which will not make huge importance concerning an average person.

Physicians.

- Passive conservatives
- Optimists
- New students
- Proactive revolutionary

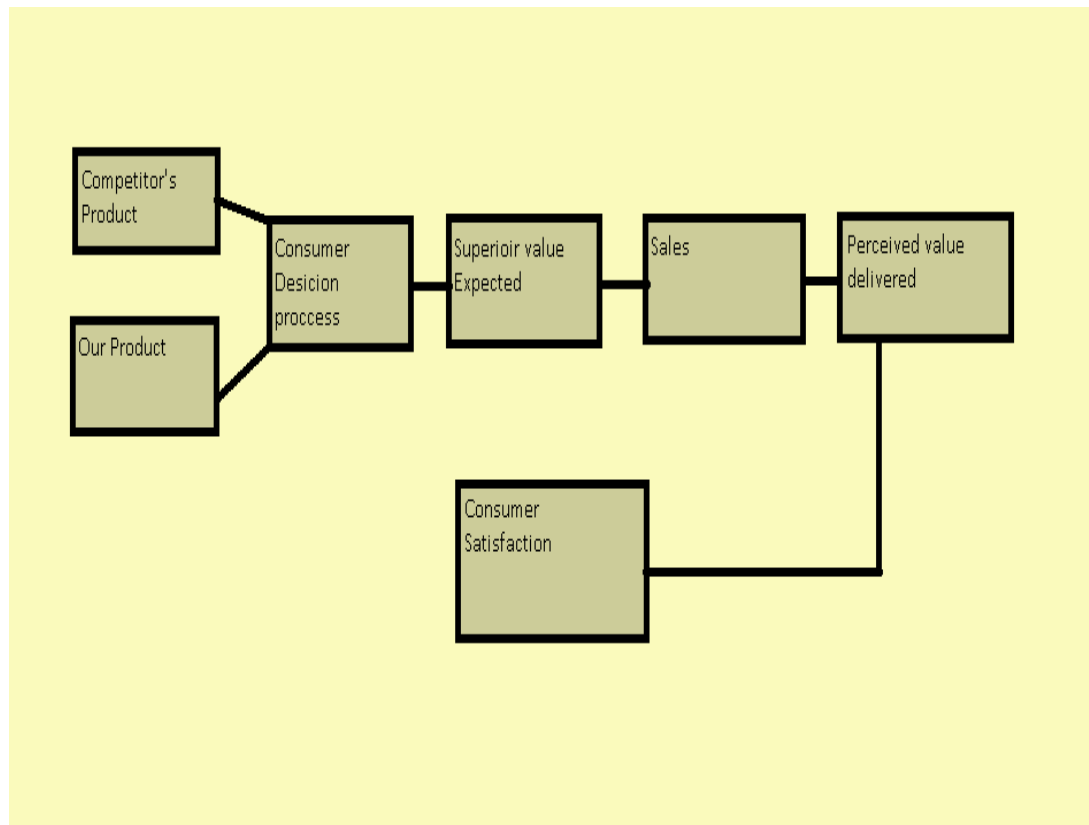
Patients.

- Dependent child/ woman on parents (High priority)
- Adult women who are “investing in their future” (High priority)

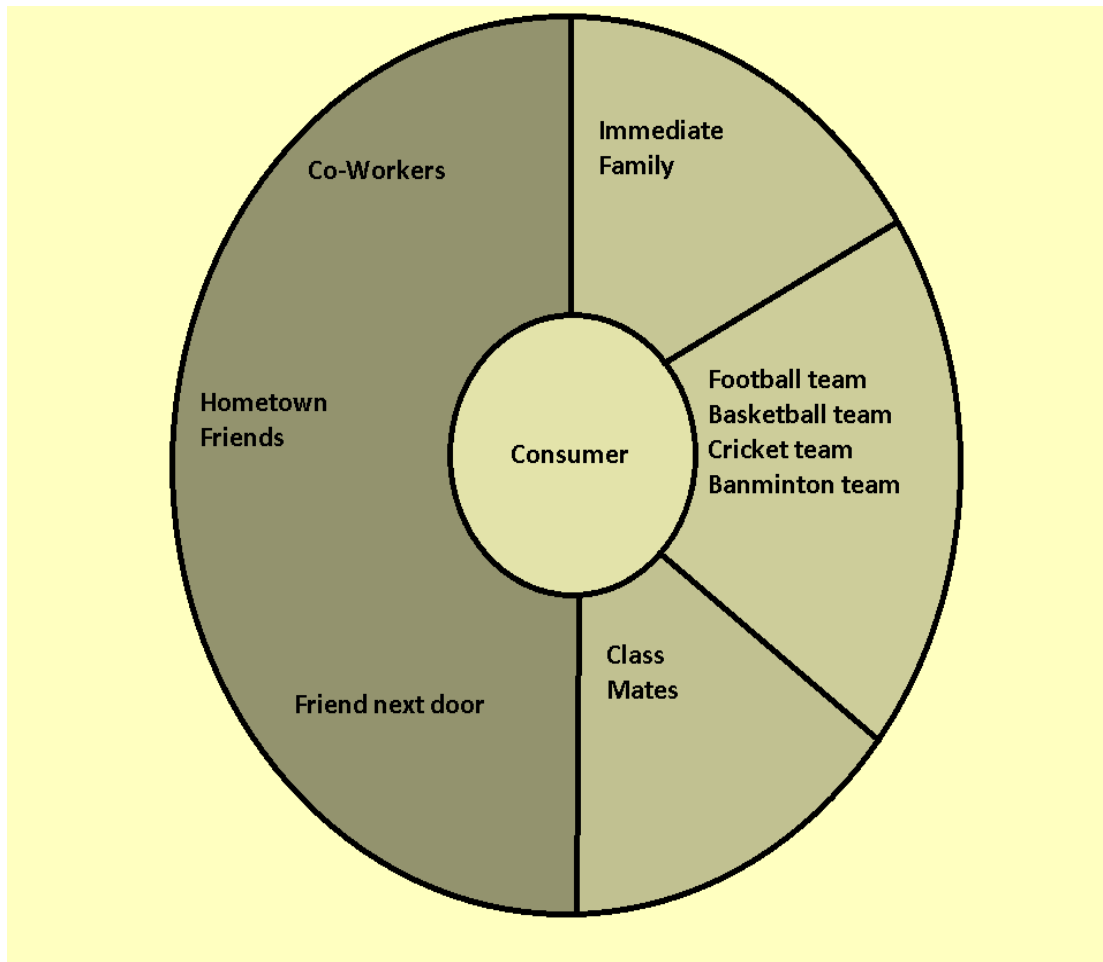
Psychographics

- Higher class
- Middle class (most priority)
- Lower class (the next area of concern)

INTERACTION IN THE MARKET:



Our targeted consumers will go through the upper process. First he/she is going to search information to buy the product. Secondly, they are going to judge one of the brand based on the information searched. When they will see our product has a superior value considering the USP and the product differentiation, they will buy our product. After that sales will occur and then using the product the consumer will realize the perceived value and gain consumer satisfaction. From then on the consumer will again choose our product because it made a memory in the consumers mind.



Then the consumer will share information about his/her experience with the product. Conscious mothers will share the information with their co-workers, hometown friends and immediate family. Athletes will share their information with their team members and students will share with their classmates from school, university and college.

SWOT ANALYSIS:

Strength:

“Juci” is a product of reputed company SK+F which is doing business under Transcom group for many years in Bangladesh. As SK+F is already holding a position in the consumer’s mind, a new product penetration will be easy as the distribution channel of Transcom, TDCL will be managing the product to reach the consumers hand.

Weakness:

Since this is a product under OTC category, many other companies can come up with the same product category. However we have seen that the price will not differ from the competitors, so pricing strategy will not be an effective area to work on.

Opportunities:

The opportunity of the product over here is that the form of the product is new in the market. There are no other companies selling the same product in juice form. So, we have the upper hand to set a brand position of this product on juice form with no other competitors taking the primary stage in the consumer perception.

Threat:

Keeping in mind any threat of new entrants, there is a high possibility that usually consumers going to the physicians will not provide importance to the product if it is prescribed with many other important drugs. They will probably ignore the product if it is written in the last line of the prescription. However there is a big question. If the competitors come up with a strategy robust enough to withstand the activity of ours with the same form of product?

MY PROPOSAL ON PROMOTIONAL ACTIVITIES:

Promotional activities are different concerning the area of product. Over here our product is an OTC product so we shall have to exclude traditional promotional techniques. We made a promotional mix based on the product category concerning the target consumers.

Promotional Mix:

Here is the 'Promotional mix' influenced mostly by BTL marketing. This is a set of tools that we can use to communicate effectively on the benefits of its products or services to its customers. The promotional mix includes the following tools.

- Free sampling
- Supply of promotional gifts related to the product
- Sales promotion to doctors
- Creating concerns through agents.

1. Free sampling:

We will provide free samples to one of our target consumer group. This consumer group contains school, college and university students.

For schools and colleges we will rent few pickups and hire two person to operate the activity. Then we are going to send them in front of the schools and colleges. There they will give them one free juice with one T-shirt and one of the operator will take feedback from the consumers. The t-shirt on the other hand will have our product logo. This will be very good in the sense of getting exposure immediately since summer is coming.

For universities, we will make stalls in the cafeteria and provide free sample of our product for one day in every university in Bangladesh. We will need two person to operate that, one will provide the juice in a glass and another one will be taking feedbacks.

This way we will make consumer under the age of 25 aware about our product. All feedbacks will be analyzed to figure out the coming development of the product, but this analysis will take longer period as the data list is huge.

2. Supply of promotional gifts related to the product:

We will supply mugs, diaries and calendars to the doctors, the chemists and the young medical students. All the materials over here will have our product stickers. Through them other people will get to know of the product. Why mugs on the first place? Because our product is a thing to drink, every time someone's drinking something with our mug he/she will subconsciously will think about 'Juci'. Next time this he/she might also buy the product just because he/she remembered that he/she has a glass of the same product sticker.

3. Sales promotion to Physicians:

We will ask the doctors to not to write it in the prescription rather hang a calendar or poster of our product behind them and to point at it when preferring Juci to the patients. This way the consumers of this criteria will pay extra attention to the product. The type of doctors we want to keep in hand are given below.

- **Passive conservatives:** This kind of doctors are very easy to pursue. They always want to taste better things. We can facilitate them with a tablet pc or an android for them to activate themselves in the so called social network.
- **Optimists:** Optimistic doctors are good listeners and they are ready to hear anything that make sense. We just have to talk to some optimistic doctors to get the ideas of our product flowing in the selection of logical products list.
- **New students:** New medical students are very new in the field, so there is a higher probability that their mentality can be manipulated easily. We will start listing the most loyal doctors in the field from a very earlier stage of their career.
- **Proactive revolutionary:** Lesser spending on promotion increases the ultimate profit. Now, over here we will try to rationalize our product with the doctors who think of them as a revolutionary figure, saving life, playing god etc. As they think automatically in a righteous way, we just have to push our product into the righteous part of his/her brain.

4. Creating concerns through agents:

In every university, football team and social gathering there will be this one guy/girl who will attract people and make them listen to him or her. To most people they are like the most logical human being living and has answers to all the questions. This kind of ability now a days is not a special one. Good reactive skills achievers are the one who can make a huge impact by channeling information in front of few audience. He/she will not accidentally start talking about our product instead will talk about it channeling through information from a different topic. I would like to call them the RMA “Reactive Magnet Agents”. We will select this kind of personality when we will go for the promotion with the free samples. The guy who will take the feedbacks from the two will observe such personalities. Then will call and manage them to talk about our product in the social gatherings and for that we will compensate them.

Conclusion

Bangladesh pharmaceutical market is growing in a remarkable rate. In Six years (from 2010 to 2015) the scope of the market nearly doubled. Rivalry is aggressive in the market, but there is a growth potential in the market. Eskayef Bangladesh Limited is no exclusion. Sideways with other plans like bringing up their own studied product to Bangladesh market, they are also demanding to win greater share of the generic market. Deciding to launch the pellets portfolio is one large step in attaining a better position in the generic drug market.

It is such a multifaceted job that for every marketer in the pharmaceutical segment it is a stimulating experience as pharmaceutical marketing is an important task and the product launching is even more. The interdepartmental environment of the jobs makes it enormously collaborative. The product manager has to manage this many stake holders that he has to be very cautious about upholding the equilibrium.

Beginning from the early market investigation and profit-loss analysis, thorough particular and impartial decision making capabilities are mandatory. Meeting the target is always significant but it needs extra effort in case of product launching. A well-organized communication track has to be continued among the retrograde stakeholders (supply chain & production) to the accelerative stakeholders (distribution & sales). Also the task of handling external stakeholders, is involved in many steps of launching.

The liability of initiating a new OTC product is serious in the intellect that, for the business, it is a phase onward to capitalize growth opportunities. Introduction of a new product is also an acute involvement for a product manager. It necessitates collaboration with almost every division of a pharmaceutical company. This is possibly the finest technique of receiving an in depth understanding of the pharmaceutical marketing job. Presence in the product launch procedure at Eskayef Bangladesh Limited was an inspiring involvement.

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